

Abstract

The bachelor's thesis „Jan Kraus as a Brand“ discusses the issues of perceiving celebrities as brands and its use in marketing communication. First it will be discussed on the theoretical level and later applied to the example of Czech TV presenter and actor Jan Kraus. The introductory part of the paper formulates the definition of a celebrity and its role in today's society. It describes and basically synthesizes the theoretical fields that are connected with creating celebrities as marketing brands and their use in marketing communication. The findings from the introductory part are used to analyze a specific example from the Czech territory. On the example of Jan Kraus the paper concerns in the marketing fields of *personal branding* and *celebrity endorsement* when building a personal marketing brand. Analytically it describes his advertising activities as a product placement in the TV show “Show Jana Krause”, the lifestyle magazine KRAUS and the advertising campaign for the mineral water brand Mattoni.